



Dept. 18
Microcard Editions, Inc.
901 26th Street, N.W.
Washington, D. C. 20037

Date.....

- ☐ Please enter our order for the *Rhoda Kellogg Child Art Collection* on positive microfiche at \$199.00—this price to include an FRX Microfiche Reader.
- ☐ Please send a sample microfiche containing drawings from the Kellogg Collection.
- ☐ Please send "Preschool Art" and "Children's Scribbling" without cost or obligation.

NAME..... DATE.....

ORGANIZATION.....

ADDRESS.....

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Rhoda Kellogg Child Art Collection

Valuable Collection to be Published on Microfiche

Microcard Editions, Inc., will publish on microfiche the Rhoda Kellogg Child Art Collection, if a demand is evident.

Microfiche: Microfiche is a French word applied in this country to sheets of film containing micro-images. The microfiche used for the Kellogg Child Art Collection are positive (black image, white background) and are 75 x 125mm in size (approximately 3" x 5"). Each fiche contains 30 to 35 drawings.



Sun

Child Art from First Scribbles to First Pictures: This is a collection of drawings and scribbles by children aged 2 to 6 years which give evidence regarding line gestalts or patterns to be seen in child art. It is the result of an intensive study over a period of twenty years made at the Golden Gate Kindergarten Association under the direction of Rhoda Kellogg. It is based on examination of a million drawings and paintings of more than 10,000 children living in the Bay Area of San Francisco, plus 5000 drawings collected from thirty countries.



House

Basic patterns: The spontaneous scribbles of young children are strikingly similar the world over, based on the fact that the scribbling movements made by children are similar because the human bodies which produce them are basically more similar than different. There are basic patterns to be found in every normal child's work. Their scribbles give evidence that they derive visual as well as motor pleasure from scribbling. This material presents these basic patterns as they develop sequentially between ages 2-6 years and thus documents the nature of the cognitive mental



Animal

Of value to all interested in child development and in art: This material is valuable to all persons interested in child development and in art, because it is basic information needed for understanding both child behavior and the origins of art in childhood. Scribbles and drawings of young children reveal that their art expressions are confined within a biologic framework of the developing mind's capacity for organizing visual data. The material shows that the child's mind spontaneously organizes the gestalts which result from scribbling as easily as the child's movements make the scribbles, unless or until this process is interfered with by adults. The adult's mental organization of linear gestalts is different from the child's because the adult's mind, has through the years of living, learned to make mental associations with line gestalts which are unknown to the natural child mind until they are learned from others.

Data heretofore unavailable: To understand how the natural child works in art, adults must know the basic patterns found in scribbles of two-year-olds. Adequate data on this subject was never



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available until quantities of work of nursery school children was collected and studied. The works of some 2000 two-year-olds is represented in this study.



Tree

Of importance to art educators, sociologists, archaeologists, psychologists, teachers, and many others: The significance of this material to various professional groups is as follows: Art specialists will see how the basic structured patterns found in fine arts the world over stem from the natural art of childhood. Art educators will see that children's work is dominated by basic esthetic patterns utilized by all artists. Sociologists will be able to differentiate cultural influences in art from those of biologic origin. Archaeologists will find explanations of archaic art in terms of the archaic man's preservation of child art patterns. Child psychologists will be able to determine a child's state of cognitive development from his art work. Educators of young children will see how to utilize child art in school so that it enhances learning to read rather than sets up mental conflict in children between continued learning of more abstract art gestalts and learning the basic abstract gestalts of words. Nursery and elementary school teachers need this material to enable them to present art in a manner which best develops the child's mind. Research workers in various fields will be able to utilize this material as a framework for further research involving art and child development.



Human

Selected samples of basic patterns: The microfiche present selected examples of the basic patterns of natural child art presented as they appear in age level sequence. Each pattern is a commonplace one basic to the developmental sequence which occurs between ages two and six years. Once the viewer has learned to see the patterns with the mind and eye of the child, it will be possible for him to detect these patterns in any work of art. For evaluating

a given child's work, the viewer, familiar with the data of these cards would be able to make comparisons of one child's work, by age level, with that of the thousands on which this study is based.



Boat

Explanatory Booklet will accompany microfiche: A printed booklet will orient the viewer and each card will be titled, the drawings individually numbered, making each one identifiable for discussion purposes. The original drawings and complete files of the Rhoda Kellogg Child Art Collection will be available in a Child Art Library to be set up in 1966 by the Golden Gate Kindergarten Association in San Francisco.



Flower

Reader included in purchase price: Microfiche are read using machines that can be found in almost all academic libraries and in many research libraries; however, as it is expected that the Rhoda Kellogg Child Art Collection will be purchased by departments, etc., which do not yet have readers, the purchase price of \$199.00 includes an FRX Microfiche Reader.

FRX Microfiche Reader: The FRX is a streamlined, compact, and easy-to-use microfiche reader. It handles all sizes of microfiche including 4" x 6" and has a screen 7½" x 9⅛" high, yet weighs only 12 lbs. and is just 12" high, 7½" wide and 10½" deep. The FRX's dual magnification provides 16½X for most reading and 22X to bring out footnotes, etc.

Free leaflets: For further information about the collection and its value send for the leaflets, "Preschool Art Has Meaning" and "The Evolution of Children's Scribbling into Pictorial Drawing." These will be supplied without cost or obligation.



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